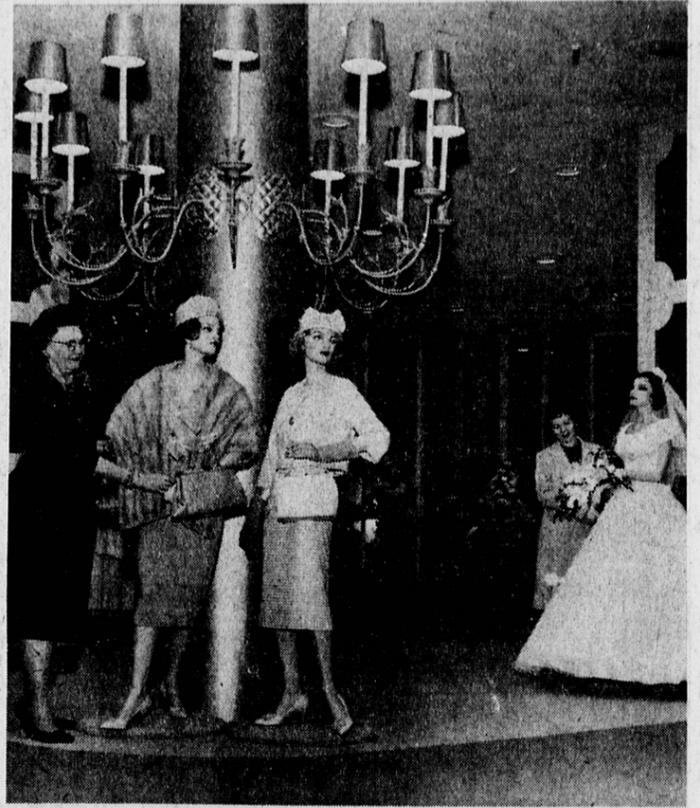


Broadway Del Amo Celebrates Birthday

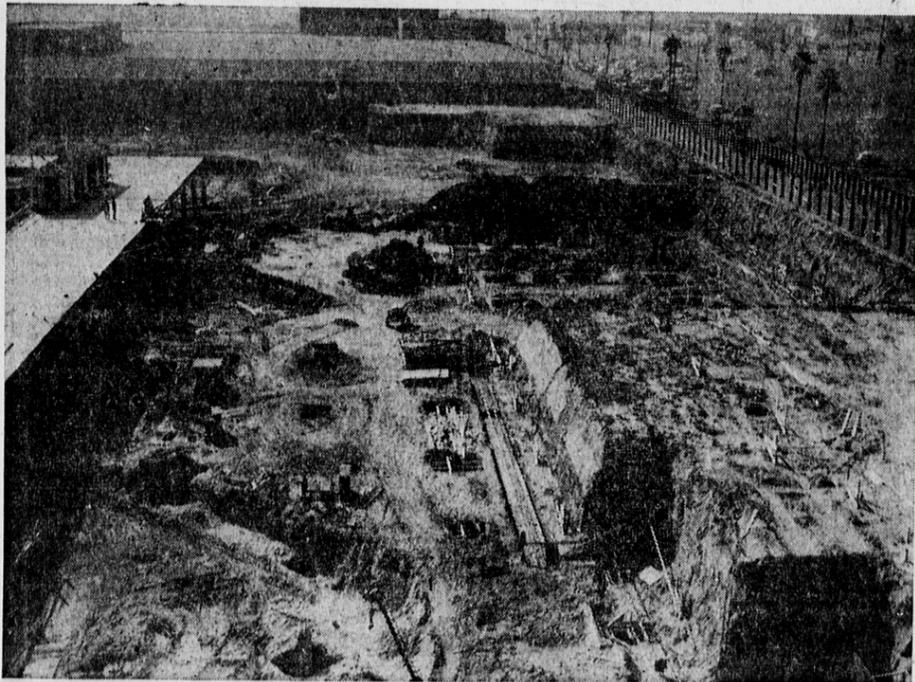


William M. Belding, manager of Broadway Del Amo, checks sales figures with his executive secretary, Mrs. Kay Rodriguez. Broadway, pioneer store in the shopping center, is celebrating its first birthday this week. "We are greatly pleased with the truly warm welcome accorded Broadway by area shoppers. First year sales have been most gratifying," Belding declared. "We are pleased to be a part of this great Del Amo center," Belding added, "and look forward with our neighbors, Sears and Thrifty Drug—and those soon to open, to serving this ever growing region."

1st
Anniversary
Noted
This Week



Broadway's Regency Room has been exceptionally well received by fashion conscious women. The ultimate in smart apparel from leading designers and manufacturers is featured in a setting of elegance. In addition to better dresses and suits, the Regency Room offers bridal gowns and furs. Mrs. Phyllis Hobart (left), department manager, adjusts bridal bouquet and Miss Roxie Berry, fur salon manager, checks fur wrap at room's entrance on second floor.

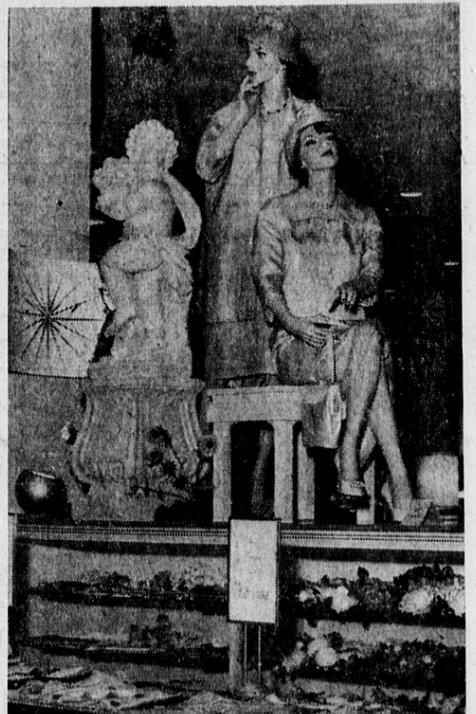


The second phase of construction on the Torrance Del Amo Shopping Center at Hawthorne and Sepulveda is well under way as above photo, taken from the roof of Broadway Department Store, shows. Completion of the 150-by-600 foot west mall building is scheduled for this fall. A single story steel and masonry building it will house seven stores. Adjacent to Broadway and south to

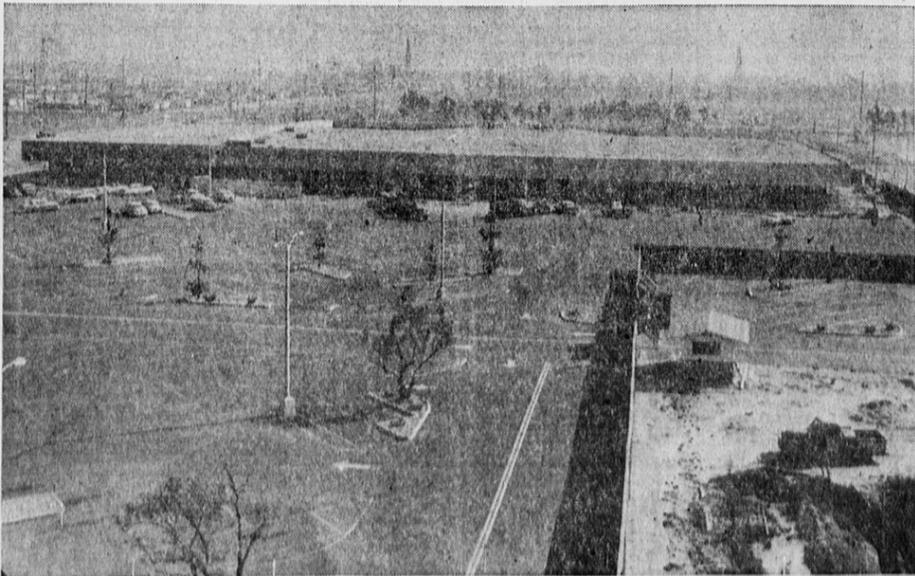
the Sears store the new units will be Silverwood's, Weatherby Kaiser Shoes, Ontra Cafeteria, J. C. Penney Co., Lerner Shops, Leeds Shoes and Woolworths. Estimated cost of the project is \$3 million. Stores will have both east and west entrances and will run parallel with the east mall, construction on which is slated to start this spring.



The Broadway's Hi Deb Shop has been a popular meeting place for teenagers the past year. Hundreds of high school girls have participated in the Seventeen Beauty Workshop courses. Here Judy Fourmet (left) notes a fashion feature with Mrs. Maurine Campbell, department manager. The Workshop covers modeling, clothes selection and beauty hints.



Interior store display has drawn praise for Mr. Bob Westlund, display manager, and his staff. In keeping with the Broadway's quality standards, the displays combine impeccable taste with maximum sales appeal.

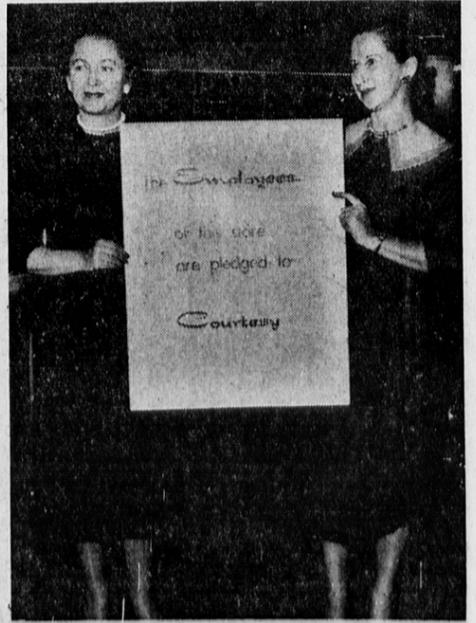


The Food Giant Market, covering 55,000 square feet, is the next business scheduled to open in the huge Del Amo Shopping Center. Located adjacent to Thrifty Drug Store, it will be one of the largest markets in the county. Other businesses soon to open in this northeast corner of the

center, as seen from Broadway roof looking east, are Lococo's Cleaners, the Curl 'N Comb Beauty Shop, Model Finance Co. and Del Amo Estates Co. offices. The center features acres of free parking and multiple entries from all directions.



Mrs. Margaret Thom, bridal consultant, studies table of silver and china patterns selected by future Torrance brides. There is no obligation for this counseling service. The bridal department is located on the third floor.



In keeping with Broadway's pledge of service, two salespersons, Mrs. Lois Flanagan (right) and Mrs. Ann Parsons study new interior posters reminding employees and customers alike of the store's pledge of courtesy for 1960.